



**FACTORS AFFECTING STUDENT'S PERCEIVED-USEFULNESS OF SOCIAL MEDIA IN
COLLABORATIVE LEARNING**

AMEER SHAHREEN BIN SAMSOL AZAMAN

2015152495

BACHELOR OF BUSINESS ADMINISTRATION WITH (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

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**FACTORS AFFECTING STUDENTS PERCEIVED-USEFULNESS OF SOCIAL
MEDIA IN COLLABORATIVE LEARNING**

Ameer Shahreen Bin Samsol Azaman

**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TECHNOLOGY MARA
MELAKA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Ameer Shahreen Bin Samsol Azaman, (I/ C Number: 950227-10-5763)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

JULY 2018

The Head of Programme,
Bachelor of Business Administration with Honours (Marketing),
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75350 Melaka

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**FACTORS AFFECTING STUDENTS PERCEIVED-USEFULNESS OF SOCIAL MEDIA IN COLLABORATIVE LEARNING**” To fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours Sincerely,

.....
AMEER SHAHREEN BIN SAMSOL AZAMAN

2015152495

Bachelor of Business Administration (Hons) Marketing.

Abstract

This study revolves around social media where researcher want to understand factors that affecting student's perceived-usefulness of social media in collaborative learning. Descriptive study is used where questionnaire distributed to 76 respondents which are chosen from students from UiTM Melaka Kampus Bandaraya that are taking subjects of Entrepreneurship which used method of simple random sampling with the help of Krejcie and Morgan table to determine the number of sample. The data collected is then analysed with Reliability test, Pearson Correlation Coefficient Statistics and Multiple Regression Analysis. This study's objective are to determine is there relationship between independent variable towards perceived of social media usefulness and which of the factor have the most significant towards the dependent variable. The result of the study indicate that all of the independent variables (interactivity with peers, interactivity with teachers and engagement) has significant relationship towards perceived of social media usefulness. The factor that gives the highest impact is interaction with teachers that will influence the factors affecting student's perceived-usefulness of social media in collaborative learning.

Keyword: perceived-usefulness of social media in collaborative learning, interactivity with peers, teacher and engagement.